

Copper sales firm shows its true mettle

KEMPER Rhodes UK is based at Basepoint Business Centre, Tewkesbury and is one of the area's success stories.

The firm is headed by Chris Rhodes, sales and marketing director, with Linda Roberts, sales administrator and Matthew Camm and Martin Pride in direct sales.

Kemper Rhodes UK was first initiated on the January 1, 2000, mainly focusing on sales for the copper and copper alloy strip industry, selling direct into the telecommunication, automotive and connector markets.

With an excellent knowledge of Copper and Copper alloys Chris Rhodes built a sound UK business for Kemper GmbH within the copper and copper alloy strip business.

In 2003 Kemper Rhodes UK took on the role of also promoting the Kemper Casting Division and the Kemper Valve programme within the UK and Irish market.

After much hard work and with the help and support from Gebruder Kemper in Germany Kemper Rhodes UK is now on target to reach a turnover of £4 million in 2008.

All in all a successful business with a growth of 19 to 22 per cent year on year.

Junction 9 accelerates



business growth in Tewkesbury

TEWKESBURY'S J9 Group is leading the way for business networking groups with a series of initiatives aimed at driving up the prosperity of local companies.

The J9 Group grew out of the ParkLife project, a programme unique to Gloucestershire which links companies together on Tewkesbury's business parks to take advantage of networking, skills development, staff recruitment and business advice in their immediate area.

Acting as a catalyst, the J9 Group is pioneering a scheme for companies to collaborate on the purchase of stationery, insurance and energy.

For the first time in Tewkesbury the Group has succeeded in bringing together the four separate highway authorities that have responsibility for junction nine of the M5 to agree a way forward to deal with transport issues. Traffic during the rush hour can be heavy causing queues to develop and delaying people getting to and from the business parks.

The Group is also making sure that Tewkesbury's business parks are taking a leading role in the economic development of

the area by being part of the local strategic partnership with Tewkesbury Borough Council and other organisations as well as taking a keen interest in the Healthy Towns Initiative. Tewkesbury is one of only nine towns in the UK to achieve Government funding to encourage healthy living.

ParkLife Business Advocate Keith Rog, who works with the J9 Group said: "Tewkesbury is a lovely historic town with a great heritage and is a wonderful place to live. It has great links being so close to the motorway network and so offers businesses great facilities. But there are also challenges of linking the town's heritage with its commercial future and keeping up with the pace of development."

"Sustainability of both the business community and the town can only be achieved by working together on a variety of fronts and aiming for a common end. J9 is now a key player in a variety of initiatives in the area and this helps ensure that the voices of businesses are heard."

"The Group's aim is to help local companies flourish and to help ease the issues that get in the way of growth. We're seeing real progress on a number of fronts which shows a lot of promise for the future."



■ A worker tests motors at Moog Controls which is celebrating 40 years in Tewkesbury

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Bruce is a step ahead

KEEN to maintain their position as one of the leading suppliers of wood working machinery and tooling in the UK, Tewkesbury Saw Company has marked the start of 2009 by expanding its portfolio and bringing in two new product ranges from Europe.

Director of Tewkesbury Saw, Bruce Keen, has widened the product ranges to appeal to a broader customer base in a bid to stay one step ahead of the competition.

Bruce said: "The range appeals to those wanting to produce wooden products in large quantities as well as those who are after a high quality, bespoke product."

PR remains vital to success

PUBLIC relations consultancy Vivid is urging Gloucestershire companies to invest in communications to fight the current economic challenges and be best placed to take advantage of the recovery. The Tewkesbury-based company says that as consumer and business confidence hits an all-time low, the temptation is to baton down the matches, slash consultancy communications budgets and trim in-house PR teams to cut expenditure.

But the need for effective communications in the current climate is vital. For companies in the private sector a targeted and consistent communications campaign can help businesses gain an edge over their rivals as competitors become increasingly inward-looking focusing on survival and maintaining market share.

In the public sector, the effects of the recession also present opportunities for organisations to take the lead in local initiatives and support communities through difficult times. Investing in communication to let people know about these initiatives, both inside and outside the organisation, is crucial.

"We know that the temptation is to reduce expenditure on PR and communications because many people see it as easy pickings," explains Vivid director Hilary Allison. "But that really is short-sighted and actually robs you of the



■ Caroline Rawlinson, left, and Hilary Allison

opportunity to steal a march on your rivals and demonstrate confidence and leadership.

"Now, more than ever, communications comes into its own in informing and reassuring employees and maintaining your contact with clients and customers not to mention targeting new ones."

With a flurry of new business wins over the last few months, the Vivid team is seeing clients keen to demonstrate confidence and positivity. New business includes an expanded portfolio from Kimberly-Clark Healthcare to deliver public relations programme throughout Europe, a contract with the Health Professions Council (HPC) to raise awareness of the HPC's regulatory role

amongst older people, a project with Devon and Somerset Fire and Rescue to develop a communications strategy and a South West RDA campaign to promote Enterprise Week across the South West region. Vivid director Caroline Rawlinson added: "There is no doubt that the current climate is challenging for many organisations in the public and private sector but we are seeing that communications is being prioritised by some because they see the opportunities. That said they are being pretty choosy and are seeking out sector specialists and smaller consultancies with lower overheads so that they know they are getting the best value for money."

■ www.thevividconsultancy.com

Consultancy given approval to deliver management programmes

BREDON Hill Consultancy run by Kirstie Cutler has recently become approved by the Institute of Leadership and Management to deliver tailor-made management development programmes for companies.

This provides businesses with the flexibility of bespoke management programmes to suit them, while providing them with the quality assurance of ILM.

Tewkesbury's Bredon Hill Consultancy recently secured the contract to design and deliver an eight-module ILM endorsed development programme to a large investment company with the customer commissioning a second programme before the first has finished.

Building on their financial service and customer care expertise, BHC have also become one of the very few training providers in the South West to offer the new national vocational qualification - Providing Financial Services.

This is aimed at people working in technical and administrative roles and is supported by the Financial Services Authority as a way of employees demonstrating their work competence against national standards.

Kirstie said: "In these days of economic uncertainty it is even more important that the financial services industry can restore public confidence in the market."

"This qualification combines customer care, regulatory and technical options and is great for motivating employees in need of a challenge as well as ensuring the quality of their work".

Bredon Hill Consultancy is offering a special introductory price for any local firm wishing to pilot the qualification with a small group of people.



■ Kirstie Cutler



■ Contact Bredon Hill Consultancy, Porthens, Chapel Lane, Kinsham, Tewkesbury, Gloucestershire on 01684 772671. Email kirstie@bredonhillconsultancy.co.uk.

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